

175755-2026 - Competition

France – Advertising and marketing services – RESEAUX SOCIAUX

OJ S 51/2026 13/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Aéroports de Lyon

Email: agnes.chollet@lyonaeroports.com

Activity of the contracting entity: Airport-related activities

2. Procedure

2.1. Procedure

Title: RESEAUX SOCIAUX

Description: Expertise en Social Média pour Aéroports de Lyon, couvrant la stratégie de communication Social Média, le community management, modération et l'e-réputation 1/ Missions principales : - Conseiller Aéroports de Lyon dans sa stratégie de communication social média et acquisition - Animer ses différentes communautés online - Assurer la veiller de l'e-reputation d'Aéroports de Lyon et de ses marques - Modérer les réseaux sociaux - Mettre en place un suivi des statistiques et un reporting actif 2/ PSE : Option astreinte (soir de 19h à 8h, week-end et jours fériés)

Procedure identifier: 783c73d4-965a-4ce0-9216-70b39f1f496a

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Rhône (FRK26)

Country: France

2.1.3. Value

Maximum value of the framework agreement: 1 200 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: RESEAUX SOCIAUX

Description: Expertise en Social Média pour Aéroports de Lyon, couvrant la stratégie de communication Social Média, le community management, modération et l'e-réputation 1/

Missions principales : Conseiller Aéroports de Lyon dans sa stratégie de communication social média et acquisition Animer ses différentes communautés online Assurer la veiller de l'e-reputation d'Aéroports de Lyon et de ses marques Modérer les réseaux sociaux Mettre en place un suivi des statistiques et un reporting actif 2/ Missions optionnelles : Option astreinte (soir de 19h à 8h, week-end et jours fériés)

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Options:

Description of the options: PSE : Assurer sur demande une astreinte, y compris le soir (de 19h à 8h), le week-end et les jours fériés Cette astreinte pourra notamment être activée en cas de gestion de crise

5.1.2. Place of performance

Country subdivision (NUTS): Rhône (FRK26)

Country: France

5.1.3. Estimated duration

Duration: 3 Years

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: 3 fois 1 an

5.1.6. General information

Reserved participation:

Participation is not reserved.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: <https://lyonaeroports.e-marchespublics.com>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://lyonaeroports.e-marchespublics.com>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of requests to participate: 26/03/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Le Contrat prend la forme d'un accord-cadre mono-attributaire ; il donne lieu à l'émission de bons de commande conformément aux dispositions de l'article R2162-2 du CCP.

Legal form that must be taken by a group of tenderers that is awarded a contract: Le groupement prendra la forme d'un groupement solidaire.

Financial arrangement: Budget propre

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal judiciaire de Lyon

Information about review deadlines: - référé précontractuel : pendant le délai de standstill - référé contractuel : 15 jours après la notification du contrat - recours de plein contentieux : 2 mois à partir de la notification

Organisation providing additional information about the procurement procedure: Aéroports de Lyon

Organisation providing more information on the review procedures: Tribunal judiciaire de Lyon

8. Organisations

8.1. ORG-0001

Official name: Aéroports de Lyon

Registration number: 493425136

Postal address: bp113

Town: Lyon

Postcode: 69125

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Email: agnes.chollet@lyonaeroports.com

Telephone: +33 601026001

Internet address: <https://www.lyonaeroports.com/>

Buyer profile: <https://lyonaeroports.e-marchespublics.com>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Tribunal judiciaire de Lyon

Registration number: 17690111400403

Town: Lyon

Postcode: 69003

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: contact@dematis.com

Telephone: +33 172365548

Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: ad952d5c-1d7c-4dea-b725-5549b36624b4 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 17

Notice dispatch date: 11/03/2026 18:00:03 (UTC+01:00) Central European Time, Western European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 175755-2026

OJ S issue number: 51/2026

Publication date: 13/03/2026